Sierra Systems

SOLUTION BRIEF

USER EXPERIENCE

Our Industries
Government
Justice and Public Safety
Health
Energy
Commercial

CHALLENGE

Sierra Systems understands the need for more user friendly solutions. To achieve this, solutions need to be driven in a user-centric manner, to ensure the business and technical solutions are meeting actual end user goals, motivations and behaviours. As such, Sierra Systems has developed a unique methodology and approach that integrates User Experience (UX) techniques from start to finish for projects that require a UX solution.

A big misconception to designing user friendly solutions is to focus only on the User Interface (UI) design. While the UI components are critical – interaction design, visual design, and information architecture – it often results in a slick UI that does not actually meet the end user's mental model and goals. To avoid this common oversight, Sierra Systems' UX team starts on day one, engaging with actual end users in various ways. This early engagement with users is the key ingredient to creating a seamless user experience across systems and digital channels that meets actual user goals.

OUR INTEGRATED APPROACH

Many companies outsource UI work to small boutique website firms. We have found this approach to be costly and disjointed. At Sierra Systems, we have UX consultants on our project teams that are well versed in the benefits and methodologies of UX so there is no confusion. We work collaboratively using our own unique method to ensure the solution is meeting business, technical, and user needs.

Our UX approach follows the industry standard User-Centered Design process. Using pieces of the Agile methodology, our hybrid methodology is iterative, meaning we are constantly validating our designs with end users throughout the project lifecycle. This approach reduces development costs, helps with change management, and reduces training time.

OUR SERVICES

Discovery and research: We begin any project with a research component tailored to the specific project and client. This research is the most critical piece to ensure we understand the real challenges and problems of end users. Some of the research techniques we use are:

- Internal and External Interviews
- Work and Task Observations
- Ethnographic studies
- Focus Groups
- Journey and Experience Maps (present state)
- Diary Studies
- Mental Models
- Analytics Review
- Usability Testing
- UX Assessment

Define the strategy: We bring all our research together and conduct detailed analysis of what we discovered, producing a UX Strategy that is the agreed upon blueprint for design moving forward. The UX Strategy includes:

- Key Findings
- Recommendations
- Design Principles
- Social Media Touch Points
- Personas
- Journey Maps (future state)
- User Requirements
- Metrics

Design information architecture, interaction design, content strategy: The design phase is where we start with a high level conceptual design, and iteratively test and refine as we flush out the details collaboratively as a team. Design techniques include:

- Card Sorting
- Navigation Modelling
- Content Strategy
- User Stories
- Scenarios
- Storyboards
- Wireframes
- Prototypes
- Usability Testing

Develop the visual design, development support, usability testing: During the development phase, we support our development team and design any graphical elements required. We also work with our Test team to perform final usability testing to establish metrics.

- Style Guides
- Graphic Design Features (e.g. Icons, Logos, Colour Themes)
- Usability Testing Sessions

Learn More

Sierra Systems offers integrated UX solutions for our Custom Development, Microsoft SharePoint and Dynamics practices. To learn more about how our User Experience solutions can help you realize your organizational goals, contact us:

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